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receiving from the customer an e-mail message that includes the response, and,

based on the received e-mail message, automatically generating order information in a format usable automatically by an order fulfillment system to cause the order to be filled.

6. (Amended) A machine-based method comprising:

analyzing ~~an~~ e-mail message to derive response information concerning a commercial transaction,

automatically identifying response information which requires resolution of an issue with the source of the e-mail message, and

automatically managing an e-mail message dialog with the source to resolve the issue.

8. (Amended) Software guided interactive e-mail message dialogs to resolve, on behalf of a vendor, ~~customer issues that occur in direct response e-mail messages that are~~ automatically identified as requiring a dialog.

10. (Amended) A machine-based method comprising:

analyzing an e-mail message to derive response information concerning a commercial transaction, and, in response to the e-mail message,

automatically generating a confirmatory e-mail message to the source of the e-mail message confirming that the commercial transaction has been or will be completed.

11. (Amended) A machine-based method comprising:

receiving inbound e-mail messages associated with a marketing program, the inbound messages containing response information and each of the outbound e-mail messages being associated with a distinct piece of the marketing program, and

automatically associating the response information in each of the inbound messages with the corresponding distinct piece of the marketing program. --